A CAHNERS PUBLICATION

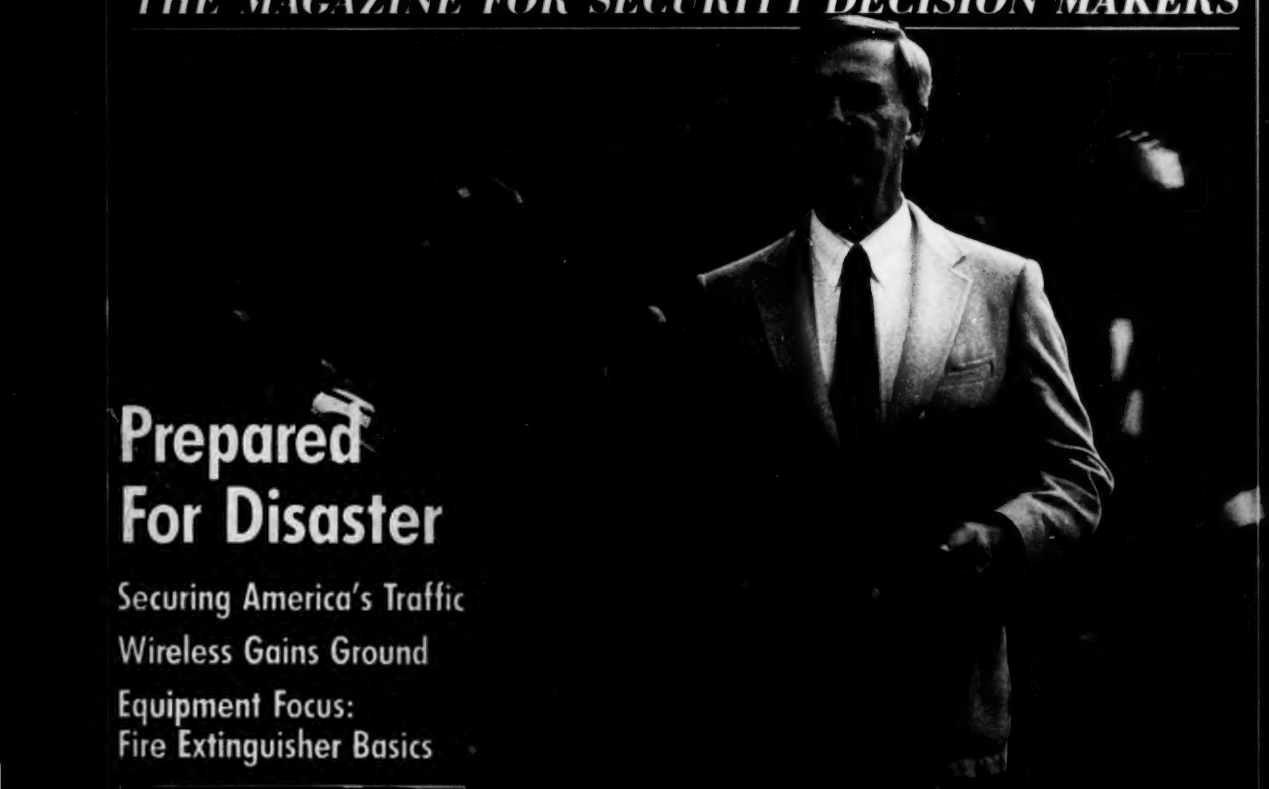
c1750-12

MARCH 1990

SECURITY

T.M.

THE MAGAZINE FOR SECURITY DECISION MAKERS

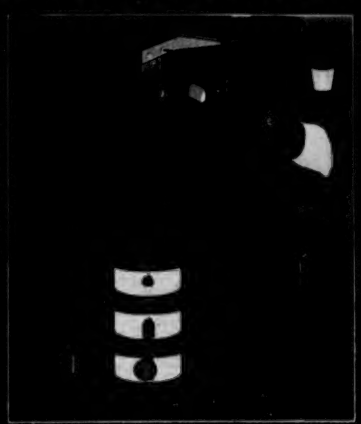


Prepared For Disaster

Securing America's Traffic

Wireless Gains Ground

Equipment Focus: Fire Extinguisher Basics



Art Brubaker
Supervisor of Security and Safety
Owens-Corning Fiberglas Corp.

SECURITY

THE MAGAZINE FOR SECURITY DECISION-MAKERS

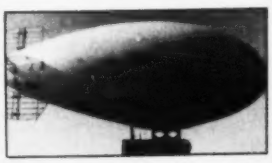
A CAHNERS PUBLICATION/VOLUME 27, NUMBER 3/MARCH 1990

DEPARTMENTS

9 Editorial/Masthead

12 Security Indicators
Services important to tenants.

17 Idea Exchange
Portable readers protect students.



No, it's not the return of the Hindenburg. (p. 20)

25 Strategies
Winning employee support.

29 Issues
Pigeonholing won't keep staffs in coop.

35 Events
ISC details.

74 Product Update
Over 60 inside.

102 Suppliers Index

104 Classifieds

107 Reader Service Cards

FEATURES

40 Cover Story
DISASTER! READY OR NOT?
Disaster drills prepare security and safety teams. Find out how one security decision maker got ready for a drill as he tells his story, step-by-step.

A disaster drill offers valuable training experience. (p. 42)

47 SECURE TRANSPORT FROM HERE TO THERE
How security protects people and cargo in transit is as varied as the methods of transport. Learn what's ahead and how to gain from this industry's experience.

54 PRISON BUSINESS
Prisons are big business, as private security concepts and products break into corrections.

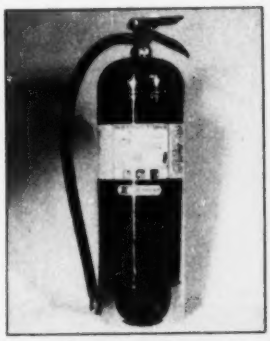
On the Cover
Arthur F. Brubaker, supervisor of security and safety, Owens-Corning Fiberglas, Toledo, Ohio, manages a disaster drill for a high-rise office complex. (p. 40)

SERVICES

59 Tireless Wireless Gets User Boost
Wireless alarms come of age thanks to better technology and acceptance.

EQUIPMENT FOCUS

62 Portable Extinguishers and Know-How Wipe Out Fires Before They Flourish
Portable fire extinguishers of all sizes and capacities are security tools for fire-fighting duties.



Portable extinguishers are read and waiting. (p. 62)

Cahners Publishing Company, A Division of Reed Publishing USA ☐ Specialized Business Magazines for Building & Construction ☐ Manufacturing ☐ Foodservice & Lodging ☐ Electronics & Computers ☐ Interior Design ☐ Printing ☐ Publishing ☐ Industrial Research & Technology ☐ Health Care ☐ Entertainment ☐ Specialized Consumer Magazines: American Baby ☐ Modern Bride.
SECURITY (ISSN 0890-8826) is published monthly, except for March, June and September when two issues are published in national and separate editions, by The Cahners Publishing Company, A Division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630. Terrence M. McDermott, President; Charles E. Moodhe, Senior Vice President/General Manager, Chicago Division; Jerry D. Neth, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellamaria, Senior Vice President/Production and Manufacturing; Ralph Knupp, Vice President/Human Resources. Circulation records are maintained at Cahners Publishing Company, 44 Cook St., Denver, CO 80206-5800. Phone: 303/388-4511. Second-class postage paid at Denver, CO 80206-5800 and additional mailing offices. Postmaster: send address corrections to ***SECURITY*** at our Denver address.

SECURITY copyright 1990 by Reed Publishing USA: Ronald G. Segel, Chairman and Chief Executive Officer; Robert L. Krakoff, President and Chief Operating Officer; William M. Platt, Senior Vice President.

Annual subscription rates for non-qualified people: USA, $59.95; Canada/Mexico, $89.95; other countries, $115 for surface mail and $165 for air mail. Special issues, including product directory, are $50. Except for special issues where price changes are indicated, single copies of regular issues are available for $10, $14 and $18 (USA, Canada/Mexico and foreign). Please address all subscription mail to ***SECURITY***, 44 Cook St., Denver, CO 80206-5800.

SECURITY INDICATORS

Trends and forecasts for determining loss prevention needs.

COMMERCIAL LEASING

Security One Top Leasing Factor for Prospective Business Tenants

Security services rank with location, rental rates and parking as a top office space leasing consideration, says a United Security Industries Survey.

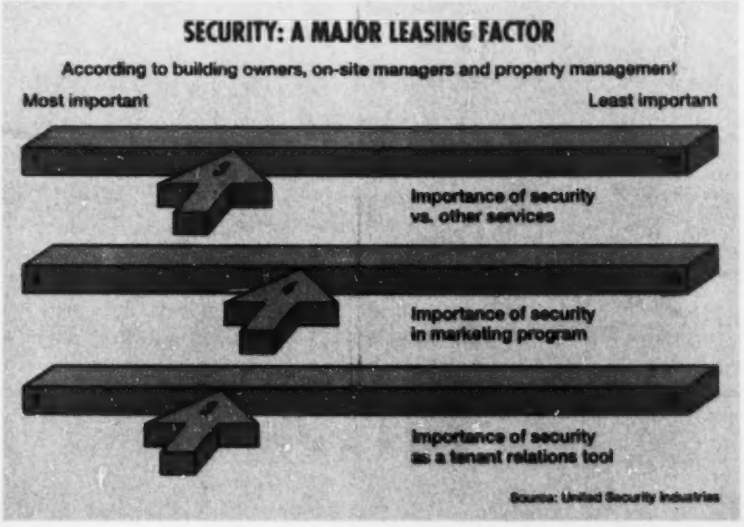
The survey reveals that 25 percent of building owners, on-site managers and property management personnel rank security as first or second in importance in commercial property marketing programs. As a tenant relations tool, respondents place security first, second or third in importance.

Security is emerging as a building design consideration as well. Of respondents, 68 percent say that security systems that fulfill electronic and staff needs are part of the original design of the buildings under construction that they represent.

Security expenses increase as security's importance intensifies. Sixty-eight percent say they spent more on security services per rentable square foot in 1988 than in 1987, with the average increase at almost 12 percent. Spending on security increased more dramatically between 1985 and 1988; 90 percent spent more on security in 1988 than in 1985, with an average increase nearing 28 percent.

If commercial property managers are looking to keep costs down, they are likely to look to contract security services rather than hire in-house. Contract services are perceived as less expensive than proprietary services by nearly three of four respondents. Just 29 percent say in-house security services are less expensive.

A changing quality of personnel is the factor most likely to motivate more than 50 percent of commercial property managers to review their current security services. Theft ranks as the second cause for review at 19 percent. Cost ranks third; 14 percent of respondents say a price increase would prompt a review of current security services. High security personnel turnover would also trigger a review, the managers say.


SECURITY: A MAJOR LEASING FACTOR
According to building owners, on-site managers and property management
Most important
Least important
Importance of security vs. other services
Importance of security in marketing program
Importance of security as a tenant relations tool
Source: United Security Industries

Building owners say security services help attract commercial tenants. Security now ranks with location, parking and rental rates as a priority leasing consideration.

Hotel fires and crime are the most serious concerns of travel managers.

TRAVEL

Executives Seek Security

Travelers think about more than conventions and power lunches while they're away on company business — they're concerned about hotel safety and security, says a *Corporate Travel* survey of 200 corporate managers.

Almost half of respondents — 49 percent — say they and company travelers are very concerned about hotel safety and security. Just 10 percent say they are not very concerned.

Travel managers and travelers are most concerned about hotel fires; 48 percent share this concern. As for experience, 15 percent witnessed a hotel fire while on a business trip. And while theft in hotel rooms is a concern for just 11 percent of respondents, 57 percent have experienced a theft in a hotel while traveling on business.

Forty percent of managers have checked into their corporation's liability if employees are involved in a safety incident at a preferred hotel. They found that the corporation is liable 49 percent of the time.

The increase in female business travelers has intensified safety concerns for 59 percent of respondents.

To increase security awareness among employees who travel, 79 percent of managers provide travel and security information. These security tips are most often included in brochures and in ticket jacket stuffers.

ECONOMIC TRENDS

1980s Trends Impact 1990s Security Objectives

The 1980s saw an increase in poverty, decreasing income and a lower unemployment rate.

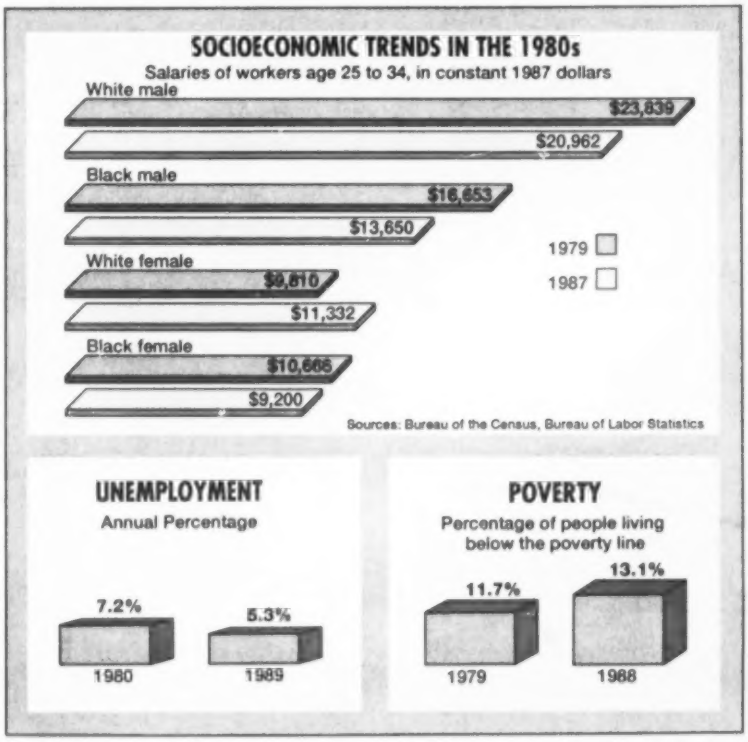
Robert Shellow, Ph.D., president of the International Association of Professional Security Consultants, tells SECURITY that the statistics do not point to rampant crime for this decade.

"The underclass doesn't have a monopoly on the impulse to criminality," Shellow says. "A huge proportion of crime occurs because the opportunity for any passerby to commit the crime is there."

Shellow says that American business too often overlooks implementing security until a catastrophe occurs. He suggests more physical and procedural barriers to discourage crime.

"Many would-be perpetrators are easily discouraged," Shellow says. "When faced with enough obstacles, their urge to commit crime disappears."

Shellow points to one trend security must keep an eye on: A population increase of the group most likely to commit crimes — males age 17 to 25. This will present an extra challenge for security, he says.



The close of the 1980s saw more people making less money. Consultant Robert Shellow, Ph.D., says poor people, however, don't hold a monopoly on crime.

BIOMETRICS

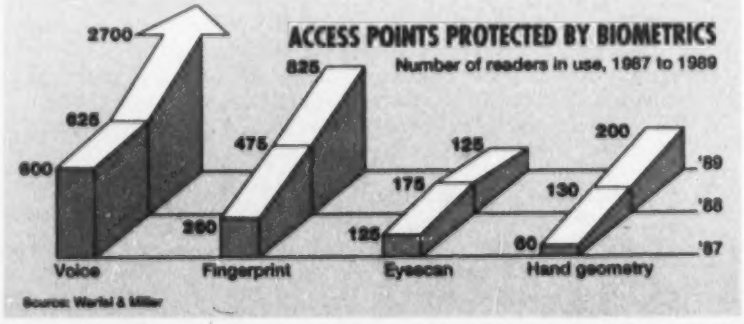
Voice, Fingerprint Lead Biometric Growth

The biometric industry saw its greatest rate of growth ever in 1989, according to Warfel & Miller.

The number of unit shipments rose 167 percent in 1989 to 4,280, and sales increased 90 percent to $8,650,000.

Despite fast-paced sales, 1989 was a relatively slow year for new product introductions. From 1984 to 1987, between four and six new biometric identifiers were introduced — and disappeared — each year. Only three new products were introduced in 1989. Warfel & Miller reports that this smaller biometrics field has an improved overall quality of products.

Voice verification for access control was the most popular biometric technology in 1989, with new installations controlling over 2,700 points of physical and computer access. Sales of fingerprint verifiers fell below expectations in 1989, but the market still grew substantially. Signature and hand geometry saw modest growth, and eyescan and keystroke protected fewer access points.



Voice verification saw the greatest growth among biometrics between 1987 and 1989.

NEWS

Security Wrap Up: ATMs, Drugs, References, Shoplifting

▶ Your chance of getting robbed when you use an **automatic teller machine** is less than one in a million. Banks, however, have a one in four chance of losing money due to ATM frauds such as intentional overdrafts and unauthorized use of ATM cards.

▶ Companies report that absenteeism is the most prevalent consequence of **drugs in the workplace.** Runners-up include accidents, increased medical expenses, insubordination, theft and product or service quality problems.

▶ More companies are refusing to give **references** for current or former workers. The reason: They are worried about being sued for libel if the worker learns that a reference was not complimentary.

▶ A new **anti-shoplifting device** will help defeat shoplifters who try to remove electronic article surveillance (EAS) tags. New EAS tags sound a beep when tampered with. The tags cannot be deceived by foil-lined bags and once activated will continue to beep until turned off by store personnel.

SERVICES

A guide to selecting and staying informed on security services.

Tireless Wireless Gets User Boost

By Rebecca D. Russell
Senior Editor

It's tough to teach an old dog new tricks. Wireless alarm systems have been a new trick, one which installers have been slow to adopt in deference to traditional hard wired systems.

And wireless' reputation preceeds it. Holding it back, insiders claim, were costly equipment, rampant false alarms and general unreliability.

That reputation is changing. Cost has decreased and technology has improved, making this alarm option more attractive.

In a recent national SECURITY survey, 48 percent of respondents say they use some type of wireless alarm system. Of the 52 percent not currently using wireless, 15 percent plan to use it in the next year.

Long a reputed fixture in retail stores, SECURITY's exclusive survey shows most use in the industrial sector.

Interest Growing

National security service firms also generally agree that there is increased interest.

Says Ron Saldin, manager of Honeywell product development, "It's always been accepted by users. The hurdle has been with installers."

Tom Cowherd, marketing manager, ADT Co. Inc., Parsippany, N.J., says, "There's interest but it's not the predominant system we sell."

National Burglar and Fire Alarm Association executive vice president Dick Bugbee says, "Some of the old-time installers are not keen on it, but people are accepting it more."

Wireless is, naturally, not suited to every application. But for the installer, ease of installation — which can translate to labor costs — is an important factor.

Says Craig Leiser, vice president of marketing and dealer operations, National Guardian, Minneapolis, "The product has gotten more reliable. Dealers are more willing to try to install it. When they look at the cost of installing a system, hard wiring equipment may cost less but labor will be more than installing a wireless system."

James Lees, president, Sentry Alarms, Boston, says "The technology for wireless is 90 percent as reliable" as hard wired systems. As the cost of wireless continues to come down, it will be more competitive, he says.

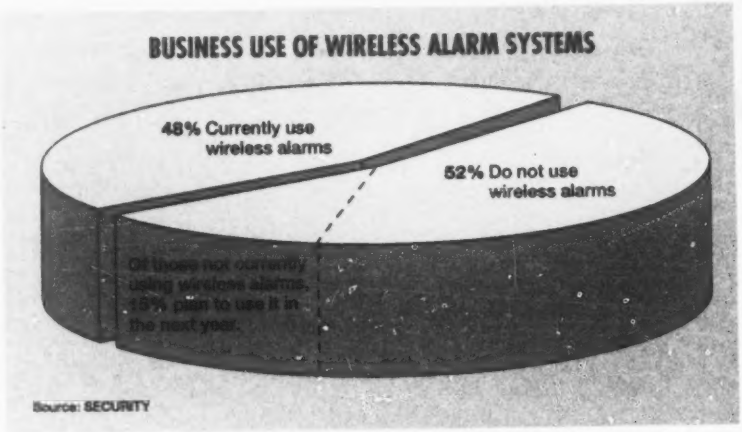
Cost has decreased and technology has improved, making wireless more attractive than ever.

Improved Technology

Equipment improvements include better batteries — often lasting up to 7 years — which enhance system maintenance. Plus, Saldin says, systems can now be used in formerly problematic sites, such as near construction.

Lou Fiore, National Guardian vice president of technical services and purchasing, anticipates more hybrid systems that combine wireless and hard wired systems.

"The type of system used is transparent to the user and the central station," he says. "We've reached a point where reliability is comparable. It's no longer black and white; it's getting gray."


BUSINESS USE OF WIRELESS ALARM SYSTEMS
48% Currently use wireless alarms
52% Do not use wireless alarms
Of those not currently using wireless alarms, 15% plan to use it in the next year.
Source: SECURITY

Nearly half of SECURITY readers polled report using some type of wireless alarm system. Most use is in industrial applications. Nearly one-third of those not using the equipment now plan to hook up with it this year.

Wireless Buying Tips

When looking at a wireless alarm system, consider these factors.

- **Find a reputable installer with experience installing wireless systems. Check into how long the installer has been using wireless. "There's an art to it," says Craig Leiser, vice president of marketing and dealer operations, National Guardian, Minneapolis.**
- **After your installer determines if wireless is the best system for your site, learn about the product brand and model. Also check into how many units the manufacturer has made. To cut this will cut your chances of being a guinea pig.**
- **Check with other wireless alarm customers to discuss kinks and special circumstances which could affect performance at your organization.**
- **For a comprehensive rundown of security system installers, listed both nationally and by state, look to SECURITY's *1990 Directory of Products and Services*.**